

2012 SUMMIT ON THE
**SCIENCE OF ELIMINATING
HEALTH DISPARITIES**
BUILDING A HEALTHIER SOCIETY
INTEGRATING SCIENCE, POLICY AND PRACTICE
OCTOBER 31 - NOVEMBER 2, 2012
GAYLORD NATIONAL RESORT AND CONVENTION CENTER
NATIONAL HARBOR, MARYLAND



REACHING LOW-INCOME MOMS

Relevant and Motivating Nutrition Messages



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Technology

Income Level	% with Access at Home	
	Computer	Internet
Lowest income	69.1%	53.6%
Highest Income	86%	73.8%



The “Digital Divide”

Internet Usage by Income

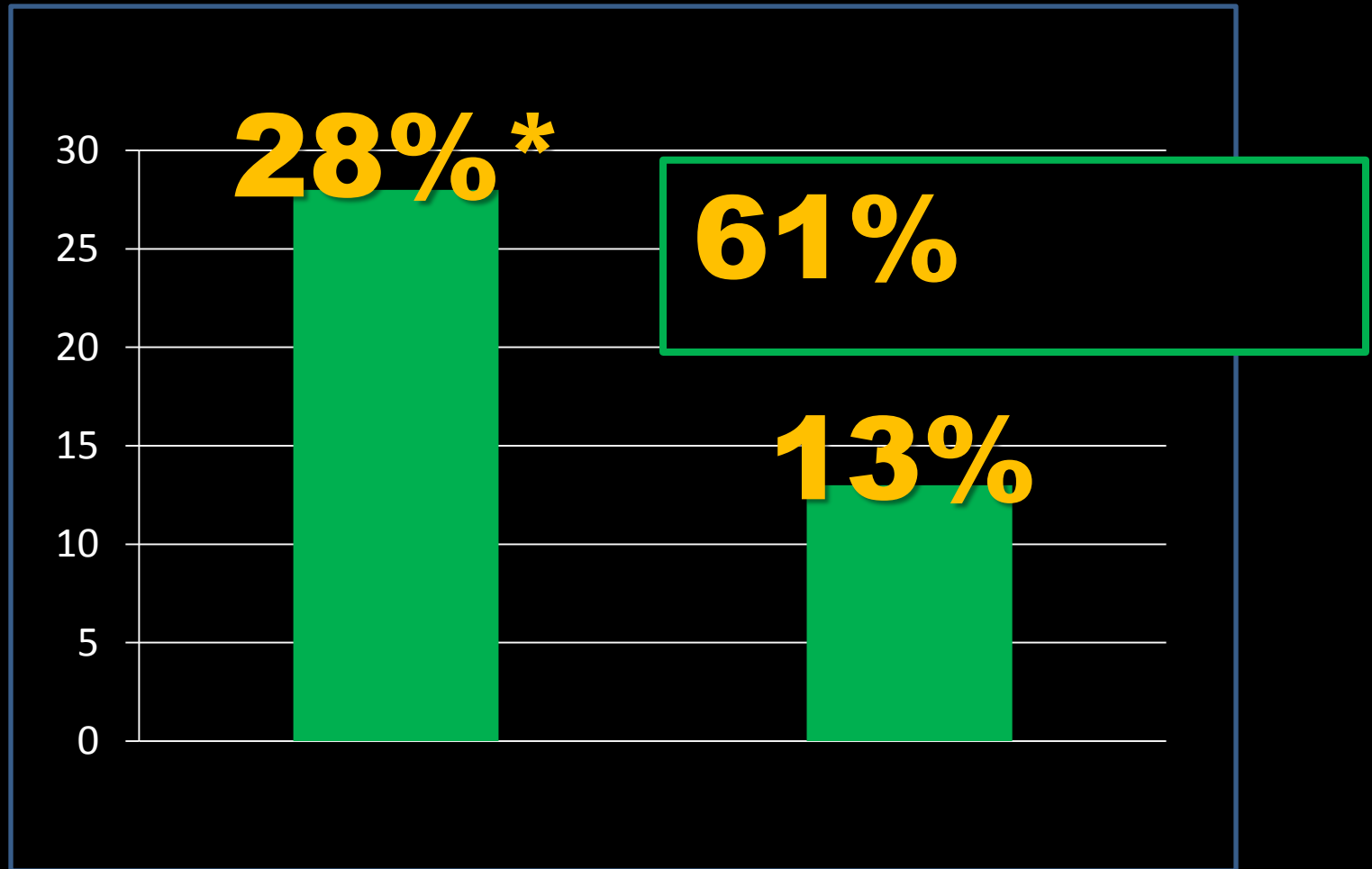
US Census Bureau Statistics

Internet at a workplace, school, home,
etc.

	<u>2000</u>	<u>2011</u>
<\$30,000	35%	63%
\$50,000 to \$74,999	74%	89%
<i>Difference</i>	39%	26%

Source: US Census Bureau, Adult Computer and Adult Internet Users by Selected Characteristics: 2000 to 2011, Statistical Abstract of the US www.census.gov, accessed September 27, 2012

Health Confusion



Source: Weber & Burns, Social Media's Role in Bridging the Health Information Gap, 2012

Overview and Background

Core Nutrition Messages

*Helping Moms & Kids
Make Healthier Food
Choices*

**Guidebook
for
Professionals**



Maximizing the Message:
Helping Moms and Kids Make Healthier Food Choices

Purpose

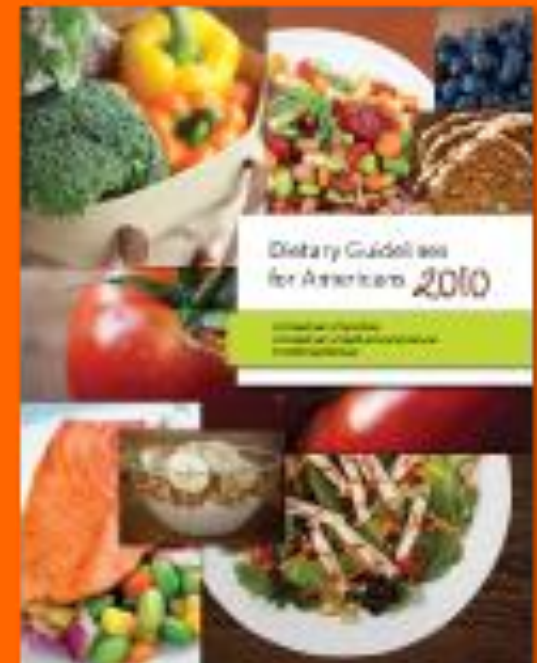
Empowering People

- Consumer-tested, relevant and actionable messages and tips
- Help participants understand and apply the DGAs
- Support UDSA priorities and program policies
- Facilitate collaboration
- Communication consistent messages

Program Policies

WIC Food
Package Rule;
School Meal...

Federal Guidance



inspirational

consistent

**science-
based**

easy to use

**consumer
tested**

resonating



Target Audience

Low-income Moms

of Preschool (2-5) and Elementary School
Kids (6-10) and Kids (8-10)

Child Feeding / Low-Fat Milk / Whole Grains / Fruits & Veggies



Target Behaviors:

- Mothers and kids consume recommended amounts of:
 - Fruits and Veggies
 - Whole Grains
 - Milk products choosing primarily fat-free or low-fat milk
- Mothers use child feeding practices that support development of healthy eating habits



Developmental Process

Collaborative, Audience-Focused Approach

Core Message Workgroup

WIC, CND, FDP, CNPP,
SNAP, NWA, SNA, NDC,
CDC, NIH, ASTPHND,
State leaders, regional
representatives

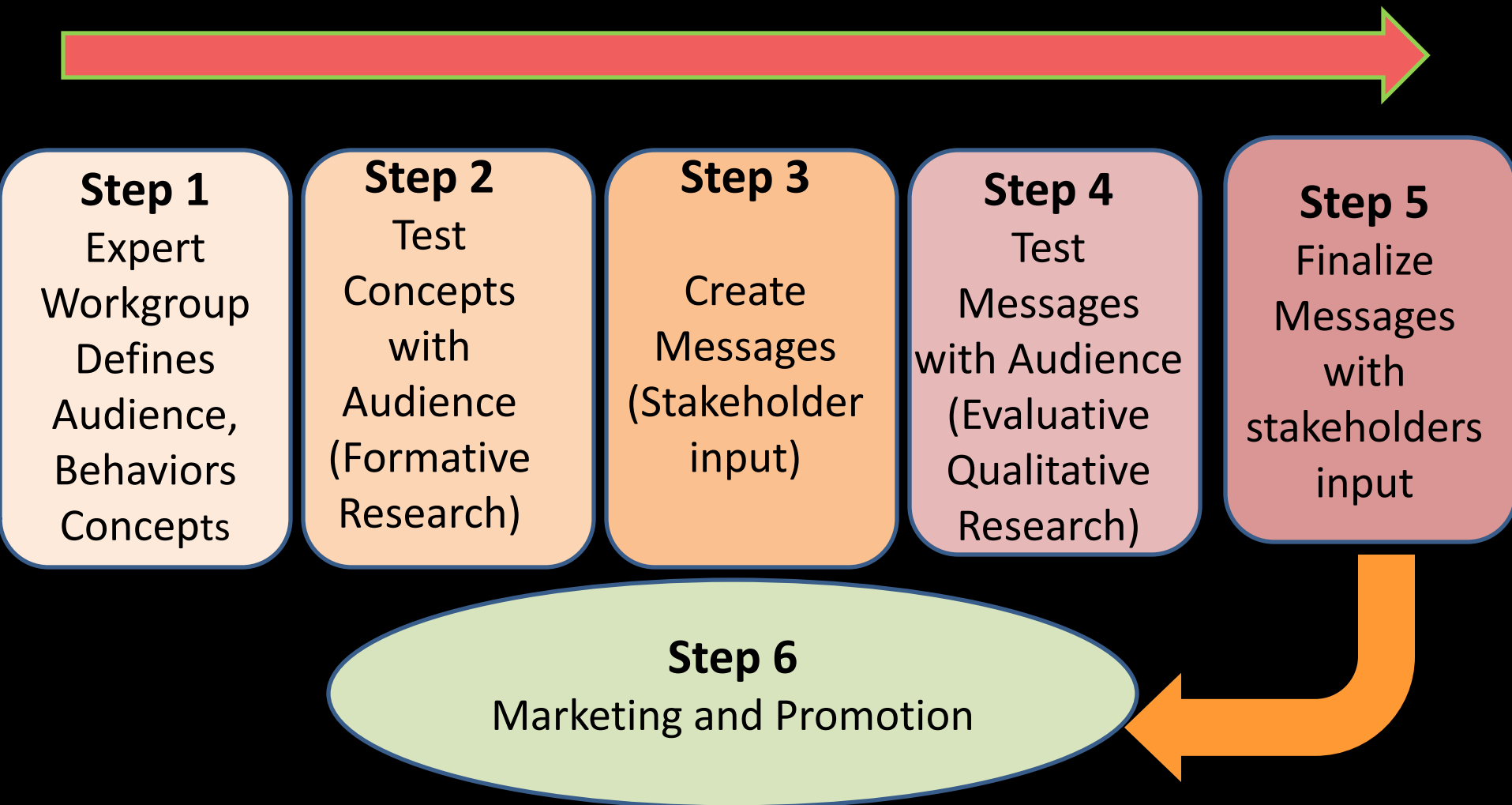
Porter Novelli

Stakeholder Reviews



Consumer Research

Core Messages Developmental Cycle



Adapted from: Borra, ST; Goldberg, S; Tuttle, MM; The Art and Science of Consumer Communications in 3rd edition of Research-Successful Approaches published by ADA 2008

The Products

Messages for Mothers and Kids

29 Messages and Support Materials

- Whole Grains, Milk and Fruits and Veggies; and Child Feeding Messages
- Appealing Photos
- Communication Tools for moms and kids
- Implementation Guide
- Supporting Content - Tips, Advice and Guidance



Methodology

locations



Data Collection and Analysis

Notes and DVD recordings of sessions.
Review of data for recurring themes

Feedback from practitioners and stakeholders

Workgroup members, program nutrition personnel, Key stakeholders/experts

Moms Groups: What We Tested

Round	Milk and Whole Grain	Child Feeding	Communication Tools
Formative	New Milk & Whole Grain	New Messages Tips & Advice 3 Existing Messages	-Perception -Practices -Information seeking habits
Evaluative	Refined Messages New Whole Grain Messages Tips and Advice Photos	Refined Messages Tips and Advice Photos	Communication Concepts: -Rollovers -Videos -Widgets

Participants-Moms' Groups



**Preschool Child in
Household**

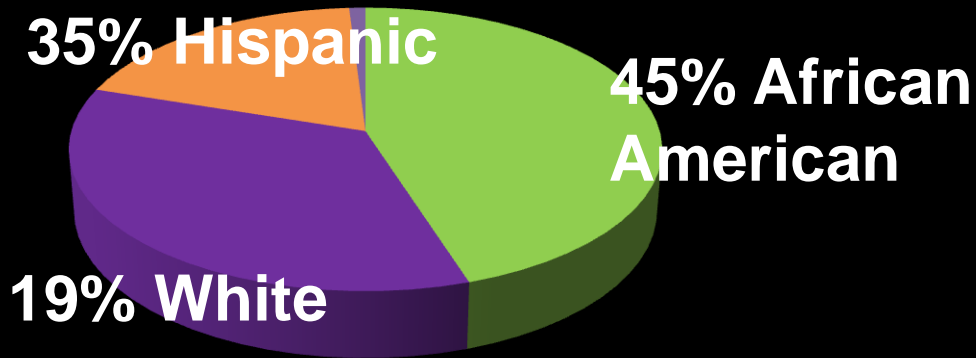
**Low-income
($\leq 185\%$ of poverty)**

**Mom primary food
shoppers/preparers**

English Speaking

Demographics of Focus Groups

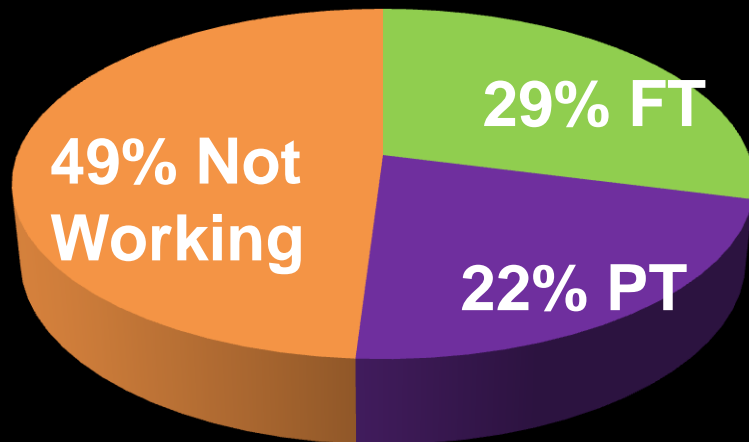
Race



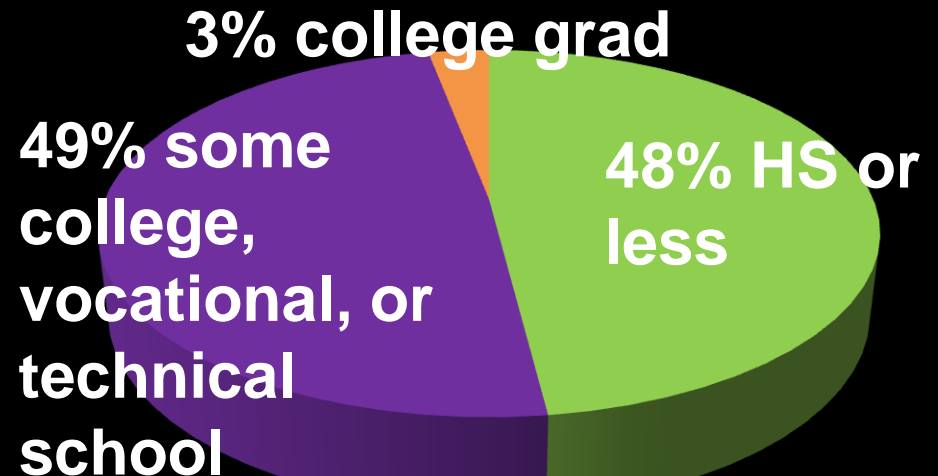
About 80% participate in one nutrition assistance program

45% participate in WIC

Employment



Education



General Finding

What Resonated with Moms

Whole Grain Messages

Mothers expressed and demonstrated significant confusion and lack of knowledge about whole-grain foods.



Whole Grain Messages:

Elements Resonated Most with Moms

- Feeling empowered
- Health and nutritional benefits
- Quick, easy and practical tips
- Offered options



Messages Tested Mothers of Preschoolers

Whole grains first. Read the label and choose foods that list whole grains first on the ingredient list. Look for words like whole wheat, rolled oats, brown rice or whole grain cornmeal.

Start them early with whole grains. It's easier to get your kids in the habit of eating and enjoying whole grains if you start when they are young. Whole grains give your kids more nutrition to help them grow strong and have healthy hearts.

Make your house a powerhouse. Bring home whole grains. Stock up on whole grain breads, pastas, tortillas, crackers and cereals. They're packed with B vitamins, minerals and fiber to power your family through the day.

Happy kids. Happy tummies. Serve your little ones whole grain versions of their favorite pasta, cereal or bread. It's a simple way to reach the goal of making half their grains whole each day. And, eating more whole grains can make potty time easier.

Happy kids. Happy tummies.



Serve your little ones whole grain versions of their favorite bread, cereal or pasta. It's a simple way to help them eat more whole grains. And, eating more whole grains that are higher in fiber can make potty time easier, too.

Give yourself and those you love the goodness of whole grains.



Make at least half of the grains you eat whole grains – such as bread, tortillas, pasta and cereals. Whole grains are good for your heart and digestion, and can help you maintain a healthy weight and good overall health.

Whole grains make a difference.



Whole grains help keep your heart healthy and are good for digestion and a healthy weight. Choose foods with “100% whole wheat” or “100% whole grains” on the label. Or check the ingredient list to see if the word “whole” is before the first ingredient listed (for example, whole wheat flour). If it is, it’s whole-grain.

Milk Messages



*Moms viewed milk as “very important” for
their children’s health...*

Milk-What Moms Know and Think



“Skim milk is watered down. It isn’t as thick. It maybe doesn’t have as many nutrients.” Chicago, IL

I don’t know if the whole milk has more calcium and stuff in it since the other ones are more diluted...” Dallas, TX

“There’s more nutrients [in whole milk].” Chicago, IL



A.

Set the table with low-fat milk and set the example. You can influence your children's healthy eating habits. Serve low-fat or fat-free (1% fat or less) milk at meals and snacks. And, drink it yourself.



B.

There's no power like Mom Power. You are a positive influence in your children's lives. Help them develop healthy eating habits for life. Offer them fat-free or low-fat (1%) milk and yogurt at meals and snacks.



C.

Love and nourish them. Show them how much you care. Serve your kids low-fat or fat-free (1% fat or less) milk, cheese and yogurt and help them learn healthy habits for life.



There's no power like Mom Power.

You are a positive influence in your children's lives. Help them develop healthy eating habits for life. Offer them fat-free or low-fat (1%) milk and yogurt at meals and snacks.

Key Findings



Information seeking preferences and technology use among low-income moms.

What We Wanted to Achieve



**Provide
ready-to-go
tools**

**Provide use
examples**

Three Test Concepts

Videos
Widgets
Rollovers

Easy Ways
To Eat Healthier

Easy Ways
To Eat Healthier

Low-Fat Milk Whole Grains Fruits & Veggies Money Saving Tips Family Meals

There's no power like mom power.

You are a positive influence in your children's lives. Help them develop healthy eating habits for life. Offer them low fat or fat-free (1% fat or less) milk and yogurt at meals and snacks.

Recipe of the month

BROCCOLI CASSEROLE

1 large head broccoli
3 medium shallots
2 cups shredded cheddar cheese

Serve low fat and fat-free milk at meals and snacks.



Prepare snacks or meals together. Once a week the kids and I make smoothies.

More tips at [website.gov](http://www.usda.gov/website.gov) 

More tips at [website.gov](http://www.usda.gov/website.gov) 



Consumer's General Reactions



“Real” Families



**Realistic
ways to
make
changes
and
involve
kids.**



**Print,
Save
or
Bookmark**



Ads and Pop Ups

my viewed my saved recommended



Better Homes **Find a Pro**
WIN \$5,000
for fall home fix-ups!

Enter

Published on: May 8, 2012

Asthma is common.

Black children are
2 TIMES
more likely to
have asthma
than white children.

[Click image for more information](#)

<< Previous Next >>

SHARE INFO



V8 DESCRIBE
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HAVE A V8® JUICE AND
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TRY IT NOW!

#DESCRIBEV8

**SODIUM
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WHERE'S
THE
SALT?

[Click here to
discover how
much is in
your food and
its effect on
your health.](#)

INFO SHARE

www.cdc.gov/salt CDC



Control

Final Products

Videos

Milk, Whole Grain, and Child Feeding.

Milk_Final_Cut.mp4



Subscribe

18 videos



DFR_Final_Cut.mp4



Subscribe

18 videos



WGrains_Final_Cut.mp4



Subscribe

18 videos



Rollovers

Whole Grains



Give Yourself and Those You Love the Goodness of Whole Grains.

Whole grains are rich in vitamins, minerals and other nutrients to help keep your family healthy. At least half of the grains you eat each day should be whole grains.

Roll over the images below for tips to help you identify whole-grain foods and include them in meals and snacks.



Choose foods that are whole grain. Some foods are always whole grain, like oatmeal, brown rice, wild rice and popcorn.

Child Feeding



Enjoy Each Other While Enjoying Family Meals.

Meal time is a chance to help your kids grow and learn to make good decisions about what and how much to eat. It's also a chance to slow down, relax and enjoy your family's company.

Rollover the images below for tips to make meal time enjoyable and to help your kids learn healthy eating habits for life.



Eat as a family whenever you can. Keep meal time relaxed to nourish the body and help your family make stronger connections.

Milk Rollover



Milk Matters

Fat-free and low-fat (1%) milk gives your entire family calcium, protein and vitamin D for strong bones, teeth and muscles.

Roll over the images below for tips to help your family get the milk they need, plus ways to make the switch to lower-fat milk easier.



Fat-free and low-fat (1%) milk have the same key essential vitamins, minerals and protein as whole and 2% fat milk, but without the extra fat, so they're also good for your heart.

Fat-free and low-fat (1%) milk have the same key essential vitamins, minerals and protein as whole and 2% fat milk, but without the extra fat, so they're also good for your heart.

The Web Site

*Background
and
Implementation
Guide*

*A page for
each topic
area*

USDA United States Department of Agriculture
Food and Nutrition Service

Core Nutrition Messages

NEW
Whole Grains, Milk, and Child Feeding Messages

Make an even bigger impact with these new consumer-tested messages and communication tools that complement existing resources. Designed specifically for other federal nutrition educators deliver clear messages to motivate them to adopt healthier eating habits.

Especially for moms page

Use these resources as part of nutrition education to help:

- Increase consumption of whole grains, fat-free and low-fat (1% fat or less) milk, and fruits and vegetables.
- Encourage child feeding practices that foster healthy eating habits.

See [background](#) and [implementation guide](#), for information about the target audience, development process, ideas for using messages and more.

Download these powerful new messages and tools and use to inspire your audience to make positive changes in their eating behaviors!

New! Milk
- Messages
- Tips, Advice, ...
- Communication Tools

New! Child Feeding
- Messages
- Tips, Advice, ...
- Communication Tools

New! Whole Grains
- Messages
- Tips, Advice, ...
- Communication Tools

For Kids
- Messages
- Learning Activities **New!**

Insight: A Research Blog
Learn the what, why and how behind the messages and key findings from consumer research. [Read more...](#)

Also See

Messages, Tips, Advice By Topic
- Milk
- Whole Grains
- Child Feeding
- Fruit & Vegetables

About Messages
- Background
- Implementation Guide

Communication Tools
Research Findings Blog
Training Materials & Tools
Especially for Moms

Online Tools!

Post, Use, Share

To help you reinforce messages and motivate moms and kids

Rollover

Videos

Video Game

Especially for Moms

Recipes
Videos
Rollovers
Fact sheets



Core Nutrition Messages

As a Mom, we know you want your kids and the entire family to eat the foods they need to grow, develop and do their best at school, play and work. That's why we have provided these recipes, videos, tips, and factsheets just for you! You will find quick and easy recipes kids and other family members will enjoy. Videos, rollover widgets and factsheets tips provide ideas on ways to get your kids to try new foods, eat whole grains, fruits and vegetables and low-fat milk and yogurt.

Recipes: Easy, delicious, and healthy foods your family will enjoy!

Whole Grains



Milk, Yogurt



Fruits & Veggies



Videos: View these video and learn how moms, **just like you**, are helping their kids families **eat** healthier foods.

Whole Grains



Child Feeding



Milk



Rollover Widgets: Learn about the health benefits of these foods and get ideas about ways to motivate kids to eat them!

Whole Grains



Child Feeding



Milk



Fact Sheets, Tips, Advice: Get clear and accurate facts and easy ways to : include great tasting whole grains in meals, switch to low-fat milk products in 3 easy steps and simple ways to help kids learn to make healthy foods choices.

- Easy ways to "Make the switch to low-fat milk"
- How to "Start them early with whole grains."
- Simple ways to help kids learn to make healthy choices

More Recipes

<http://recipefinder.nal.usda.gov>

<http://teamnutrition.usda.gov/>

Resources/r4hk.html

Stay Connected

more >



Share this link with
family and friends.
Send feedback and ideas
to us at:

[nutritionmessages@
fns.usda.gov](mailto:nutritionmessages@fns.usda.gov).



Measuring Results

Web Site Use

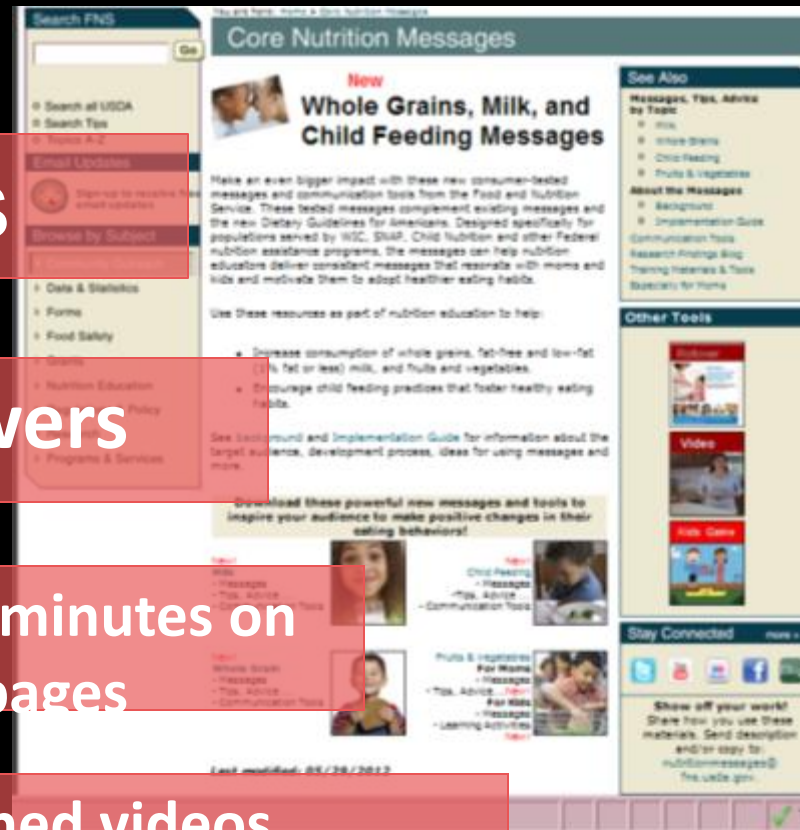
Launched in May 2012

64,662 Page views

47,102 Unique Viewers

Viewers spent 2 plus minutes on
the more popular pages

About 3,000 watched videos



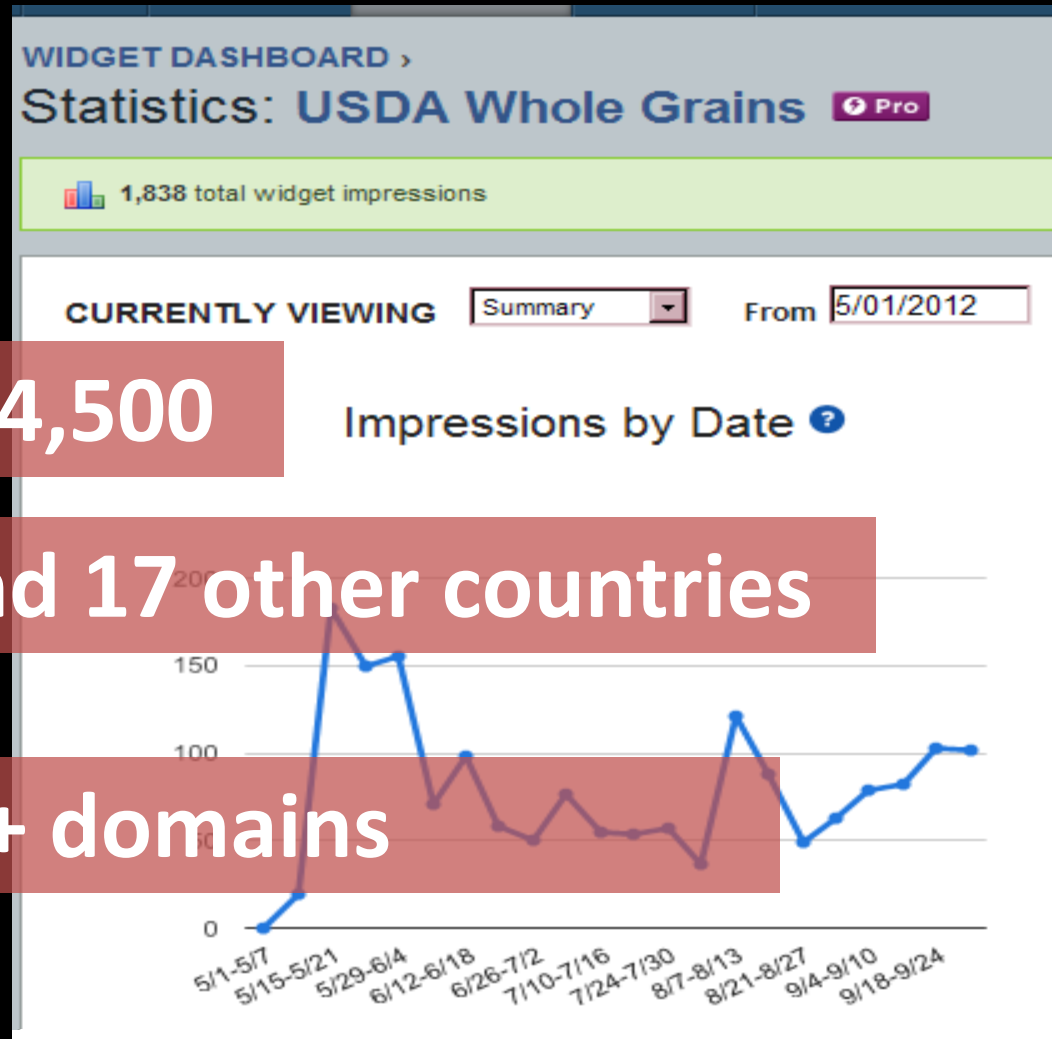
Widget Views

Widget Box Analytics

Total est. views 4,500

Viewers in US and 17 other countries

Accessed via 20+ domains



Application to Practice

How can
these resources
help to bridge the
divide?



Health Information

Online Resources

Advice from Peers

Source: Pew Internet & American Life Project, The Social Life of Health Information, 2011, Accessed September 26, 2012
<http://www.pewinternet.org/Reports/2011/Social-Life-of-Health-Info/Summary-of-Findings.aspx>



Online Video Viewing

25%

*Internet users have
watched health related online video*



Source: Pew Internet & American Life Project, The Social Life of Health Information, 2011, Accessed September 26, 2012 <http://www.pewinternet.org/Reports/2011/Social-Life-of-Health-Info/Summary-of-Findings.aspx>

National Level

Core Nutrition Messages featured on WIC Works Resource System

NEW CORE NUTRITION MESSAGES FROM FNS

MILK

1. There's no power like mom power.
2. Mom is a child's first teacher.
3. Strong bodies need strong bones.

WHOLE GRAINS

1. Give yourself and those you love.
2. Discover the goodness of whole grains.
3. Whole grains make a difference.
4. Start them early with whole grains.
5. Happy Kids. Happy Tummys.

CHILD FEEDING

1. Enjoy each other while enjoying family meals.
2. Feed their independent spirit.
3. Let go a little to gain a lot.

For detailed information on core nutrition messages and access to online tools and teaching materials, visit: <http://www.fns.usda.gov/fns/central/communications/teach.htm>

ONLINE COMMUNICATION TOOLS to teach Moms and Kids

WIDGETS

Help spread the messages by placing a link to these interactive, online tools on your web site, in blogs, and in other electronic communications. There is one widget for each of the core message topics above.

VIDEOS

These ready-to-go resources deliver small, but important components of the messages, with tips and advice. Connect with moms through these culturally-diverse videos that cover the "what," "why," and "how" of the messages and supporting content. There is one video for each of the core message topics above.

The mother-to-mother style of the clips teaches messages in a conversational tone and focuses on key information.

The WIC Works Resource System is an online education and training center for WIC staff and is a joint project of the National Agricultural Library/Food and Nutrition Information Center, USDA/Food and Nutrition Service, and the University of Maryland. USDA is an equal opportunity provider and employer. July 2012.

Your current security settings put your computer at risk. Click here to change your security settings...

USDA United States Department of Agriculture

WICworks RESOURCE SYSTEM

Home | About | What's New | Topics A-Z | WIC Learning Online | Sharing Gallery | WIC-Talk | Databases | Contact Us

Search WIC Works

Go

- Search all USDA
- Advanced Search
- Search Tips

Browse by Subject

- Pregnancy
- Breastfeeding
- Infants
- Children
- Assessment Tools
- Nutrition Education
- Nutrition Services Standards
- Food Packages

Home

The WIC Works Resource System is an online education and training center for staff of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

I Want To

- Take online training
- Print growth charts
- Download images
- Order free publications
- View outreach mailings
- Find events
- Print participant handouts

Loving Support Through Peer Counseling: A Journey Together

Pediatric Guide to Oral Health Presentation

Celebrate World Breastfeeding Week August 1-7

FNS Core Nutrition Messages

Participant-Centered Services Webinar

Think Breastfeeding. Think WIC!

MyPlate at Home

Dear Parents,

Our class is starting a unit called *Savanna*

Team Nutrition:

What's for Dinner? Healthier Choices Made Easier

Vary your protein foods. Include beans and peas at dinner at least once a week.



Make half your grains whole grains. They are good for your heart and digestion and can help you maintain a healthy weight and good overall health.



Start every day the whole-grain way

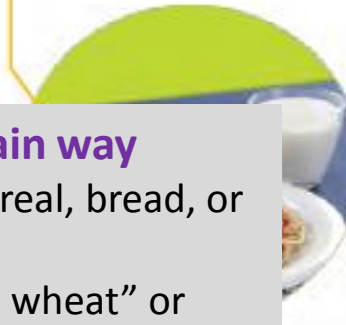
- Serve whole-grain versions of cereal, bread, or pancakes at breakfast.
- Choose foods with “100% whole wheat” or “100% whole grains” on the label. Or check the ingredient list to see if the word “whole” is before the first ingredient listed (for example, whole-wheat flour). If it is, it’s whole grain.

Milk matters

Children of every age, and adults too, need the calcium, protein, and vitamin D found in milk for strong bones, teeth, and muscles.

- Drink fat-free or low-fat (1%) milk at meals.

Eat your colors. Offer dark-green, red, or orange vegetables at dinner.



Strong bones. Offer fat-free or low-fat (1%) milk at meals.



Creative Ways of Conveying Messages: USDA Examples

Child Feeding Messages

- WIC resources
- MyPlate
- Others

Tailoring tools to meet your needs

MyPyramid in Action

Healthy Tips for Picky Eaters

Do any of the statements below remind you of your child?

"Ebony will only eat peanut butter sandwiches!"
 "Michael won't eat anything green, just because of the color."
 "Bananas used to be Matt's favorite food, now he won't even touch them!"

Your child may eat only a certain type of food or refuse foods based on a certain color or texture. They may also play at the table and may not want to eat. Don't worry if your child is a picky eater. Picky eating behavior is common for many children. As long as your child has plenty of energy and is growing, he or she is most likely eating enough to be healthy. If you have concerns about your child's growth or eating behavior, talk to your child's doctor.

How to cope with picky eating

Your child's picky eating is temporary. If you don't make it a big deal, it will usually end before school age. Try the following tips to help you deal with your child's picky eating behavior in a positive way. Check the ones that work for you and your child.

- ☐ **Let your kids be "produce pickers."** Let them pick out fruits and veggies at the store.
- ☐ **Have your child help you prepare meals.** Children learn about fruits and veggies and get excited about tasting them when they help make them.
- ☐ **Try to make meals a stress-free time.** Talk about fun and happy things. If meals are times for family arguments, your child may learn unhealthy attitudes toward food.
- ☐ **Offer choices.** Rather than ask, "Do you want broccoli for dinner?" ask "Which would you like for dinner, broccoli or cauliflower?"
- ☐ **Offer the same foods for the whole family.** Don't be a "short-order cook," making a different meal for your child. Your child will be okay even if he or she does not eat a meal now and then.








 U.S. Department of Agriculture
 USDA is an equal opportunity provider and employer.
 August 2010

Trying new foods

Your child may not want to try new foods. It is normal for children to reject foods they have never tried before. Here are some tips to get your child to try new foods:

- **Small portions, big benefits.** Let your kids try small portions of new foods that you enjoy. Give them a small taste at first and be patient with them. When they develop a taste for more types of foods, it's easier to plan family meals.
- **Offer only one new food at a time.** Serve something that you know your child likes along with the new food. Offering more new foods all at once could be too much for your child.
- **Be a good role model.** Try new foods yourself. Describe their taste, texture, and smell to your child.
- **Offer new foods first.** Your child is most hungry at the start of a meal.
- **Sometimes, new foods take time.** Kids don't always take to new foods right away. Offer new foods many times. It may take up to a dozen tries for a child to accept a new food.



 "Let them learn by serving themselves. Teach them to take small amounts at first. Tell them they can get more if they are still hungry."



 "They learn from watching you. Eat fruits and vegetables and your child will too."

Make food fun!

One way to help your child overcome picky eating behavior is to make food fun! Get creative in the kitchen with these cool ideas. Check the ones you try at home and be sure to add your own ideas, too!

- ☐ **Cut a food into fun and easy shapes with cookie cutters.**
- ☐ **Encourage your child to invent and help prepare new snacks.** Create new tastes by pairing low-fat dressings or dips with vegetables. Try hummus or salsa as a dip for veggies.
- ☐ **Name a food your child helps create.** Make a big deal of serving "Maria's Salad" or "Peter's Sweet Potatoes" for dinner.
- ☐ **Our family ideas to make food fun:**


 "Use meals and memories together. It's a lesson they'll use for life."



For more great tips on these and other subjects, go to mypyramid.gov/preschoolers/

Technology

Income Level	% with Access at Home	
	Computer	Internet
Lowest income	69.1%	53.6%
Highest Income	86%	73.8%

Core Nutrition Messages research:
all had regular Internet access



Many low SES households have access to information online via computer /cell phones

Online Education: New York

Just Say Yes to Fruits and Vegetables

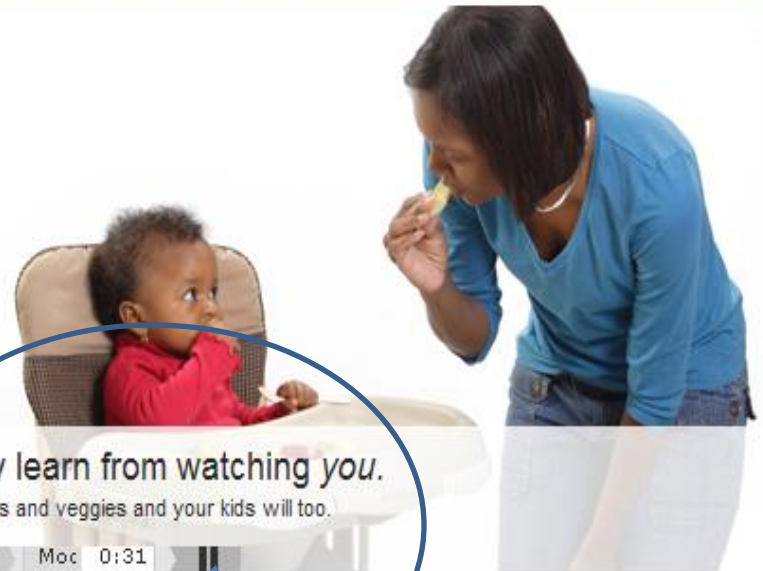
Why Fruits & Veggies Quick & Easy Recipes Money Saving Tips Community Resources Health Resources Professionals Español



Want your kids to reach for a healthy snack?
Make sure fruits and veggies are in reach.

JSY Podcast • Maki 0:00

Why Fruits & Veggies Quick & Easy Recipes Money Saving Tips Community Resources Health Resources Professionals Español



They learn from watching you.
Eat fruits and veggies and your kids will too.

Mod 0:31

Just Say Yes to Fruits and Vegetables!

Learn how getting healthier can be incredibly easy on your lifestyle and surprisingly easy on your wallet too. Check out our recipes, tips and tricks, and ways to save. [Let's get started.](#)

Featured Monthly Recipe

Swiss Chard and Pasta

[View Recipe](#)



162 people like this. Sign up to see what your friends like.

Audio version of
mom's stories

PA SNAP-Ed:

**Mealtime is
Family Time**



Make mealtime family time



- *Cook* together
- *Eat* together
- *Talk* together

Michigan's Billboards



They learn from watching you ...

Eat More Fruits and Veggies

and they will too!



**MICHIGAN
FITNESS
FOUNDATION**



PURE MICHIGAN[®]
FIT

[illegible]

**MICHIGAN
FITNESS**
JOURNAL



PURE MICHIGAN[®]
FIT

[illegible]

They learn from watching you ...

**Eat More Fruits
and Veggies
and they will too!**



New Mexico



**Piloting social
marketing campaign
targeting Spanish
speaking audiences.**



Next Steps

- Spanish Translations
- Web page updates
- New materials
- Feedback Form
- Webinars
- Presentations





Show off your work!



We love hearing from you!
Share how you use these
materials. Send description and/or
copy to:

NUTRITIONMESSAGES@FNS.USDA.GOV

Summary - Wrap Up

- Support programs
- Research-based & consumer tested
- Flexible –for use in various formats
- Contain features that connect with moms

How can the Core Nutrition Messages help you?



*Tested and
Evidence-based*

Comprehensive

Time Saving

Help Spread the Messages

Promotional emails

to staff and affiliates

Cross promotion on

related web pages: e.g. Team Nutrition, SNAP, WIC, FDP, and others

Training at regional, state and local meetings .



**How
Can
You
Help?**

- Place the messages on web pages
- Add the link into materials
- Share copies/electronic examples of practice-based applications/use.
- Share suggestions and ideals



**Questions...and a few
Answers.**